

**RJ Reynolds**  
Tobacco Company

Date: April 10, 1998

**May Salem "Tear Tape" 30 cents off**

(SECOND WAVE)

To:	RJR Acct. #: 423360
	MIDDLESEX TOBACCO CO 442-6218
Attn:	SANDY KATZ
CC:	
CC:	

From:	Lanny Wolfe
Voice	1-800-757-8255 Ext: # 48795
Mail	
Fax:	908-417-9076
CC:	Lanny Wolfe
CC:	

Partners Promotion Reporting: SAL 98 30/1 PK					
UPC Code (Ctn.)	Brand Style	Brand Description	# Cases	# Ctns. to pack in each display	
9 724461000	SALEM KING SIZE	SALEM KS	119	VARIABLE	-2
9 724458000	SALEM 100'S	SALEM 100	86	VARIABLE	-2
9 724462000	SALEM LIGHTS KING SIZE	SALEM KS LT	1310	VARIABLE	-2
9 724460000	SALEM LIGHTS 100'S	SALEM 100 LT	97	VARIABLE	-2

\*\*NOTE: Promotional Carton UPC codes will not be printed on the cartons

Should you require technical assistance relative to the format required using these promotion/brand descriptions on your weekly tape/disc submissions, contact the Partners help Desk at 1-800-230-9372.

**Tactical Promotion Information:**

Deliver to Retail Date	w/o 5/11/98
EFT amount (Promotional Prod.)	\$12,780.87
P. O. # (Promotional Product)	
P. O. # (Display Shippers)	
# Display Shippers	0
Extra Display Shippers	0
# Retail Stores in Promotion	98

Product/Premium arrival date:	5/4/98
EFT amount (Live Product)	
P. O. # (Live Product)	
SKU Cube:	N/A
Retail offers per display	VARIABLE
Retail Billing per display	VARIABLE
VAP Pack/Ship payment	\$194.75
Promotional packaging UPC #	N/A

**Promotion Description:**

Salem sniped "Tear Tape" product. Packs are marked @ 30 cents off. Product will be billed to Direct accts. "Off Invoice" and should be sold to retailers at the 30 cents off per pack/\$3 off per carton reduced price as a manufacturers price reduction.  
For this 2nd wave of Salem "Tear Tape" promotion, product case allocations were rounded down to avoid excess product building up at Wholesale level. Utilize any remaining product from the April Salem "Tear Tape" promotion and/or adjust quantities for stores if needed.

**Partners Program requirements:**

- Product must be shipped to retail the week of: 5/11/98
- Pack & Deliver each promotion to at least 80% of accounts on attached list within 2 weeks
- Must properly report promotion and brand descriptions on tape/disc submissions
- Return attached list with refusals to Lanny Wolfe within 4 weeks after delivery date

DA Lit. REV. 2/98

WHOLESALE : 423360 MIDDLESEX TOBACCO & <DIRECT>  
 TEMPLATE : 800438 80500 SAL 98 .30/1 NO  
 SALES LEVEL : 13XXXX

ERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
133008	133025	598056	AKAR 3 AUTO	27 ROUTE 46 EAST	PINE BROOK	NJ	07058	2	2	3	2	9		2012271563
133006	133029	457013	AMBOY FOOD LIQUOR	101 N BROADWAY	SOUTH AMBOY	NJ	08879	4	4	4	4	16		
133006	133024	402017	AR EX DRUGS	370 NEW BRUNSWICK	FORDS	NJ	08863	2	1	5	3	11		9087381085
133001	133022	607166	BANNER FOOD STORE	130 E. MAIN STREE	SOMERVILLE	NJ	08876	3	3	4	9	19		9084290141
133406		660924	BLACK SEA GETTY	2177 ALLENWOOD RD	WALL	NJ	07719	1	1	1	1	4		9089741809
133003	133028	772596	BOB'S 4 WHEEL DRIVE	1645 STELTON RD	PISCATAWAY	NJ	08854	2	1	2	1	6		9089853888
133001	133022	424327	BUSY BEE/CROTON TEX	RT. 12 AND RT. 57	FLEMINGTON	NJ	08822	3	2	6	3	14		9087823362
133006	133029	022185	CARTER DRUGS	2 CLIFFWOOD AVE	MATAWAN	NJ	07747	3	3	3	3	12		9085668300
133006	133024	275925	CARTERET COLD CUT	1291 ROOSEVELT AV	CARTERET	NJ	07008	3	3	8	3	17		9085416210
133003	133025	207105	CENTER STATIONERY	1261 SPRINGFIELD	NEW PROVIDE	NJ	07974	4	3	2	4	13		9086651545
133006	133024	469041	CONVENIENT DELI	650 KING GEORGES	FORDS	NJ	08863	1	1	6	1	9		
133006		765778	COOK CONVENIENCE	24 COOKE AVE	CARTERET	NJ	07008	2	1	1	1	5		9089693900
133003	133028	282554	CUB LIQUORS	242 LINCOLN BLVD	MIDDLESEX	NJ	08846	4	3	6	3	16		9083563929
133007	133029	590849	DENCO GAS	2680 RT 516	OLD BRIDGE	NJ	08857		3			3		13795
133007	133027	454731	E BRSMK FOOD & NEWS	191 OLD BRIDGE TP	EAST BRUNSW	NJ	08816		2			2		9086135335
133002	133021	773327	ESQUIRE NEWS STAND	4 E MAIN ST	FREEHOLD	NJ	07728	9	5	7	5	26		
133003	133028	515824	FENROSE LIQUOR	431 W FRONT ST	PLAINFIELD	NJ	07060	4	1	1	2	8		9087565028
133004	133027	685480	FRANKLIN HILL TIGER	650 FRANKLIN BLVD	SOMERSET	NJ	08873	3	3	4	3	13		
133005	133030	197950	FRANKLIN MOBIL MART	91 STATE RT 23	FRANKLIN	NJ	07416	4	2	4	2	12		2018274144
133006		790914	GARDEN STATE LIQUOR	895 CONVERY BLVD	PERTH AMBOY	NJ	08861	2	1	2	1	6		18750
133003	133025	358829	GENE'S II	163 SPEEDWELL AVE	MORRIS PLAI	NJ	07950	1	1	2	1	5		499920
133008	133020	274067	GRAB & RUN	168 S SALEM ST	RANDOLPH	NJ	07869	3	1	2	2	8		
133002		570540	HAZLET TEXACO	T/A YAVA INC	HAZLET	NJ	07730	5	1	3	1	10		9087399820
133003	133028	401636	HEIGHTS PHARMACY	10 PLAINFIELD AVE	PISCATAWAY	NJ	08854	2	1	1	2	6		9088851000
133005	133030	400492	HIGHLAND GEN STORES	111 HIGHLAND LAKE	HIGHLAND LA	NJ	07422	5	3	9	6	23		2107644541
133002	133023	668212	JERSEY PRIDE INC	111 LEONARDVILLE	BELFORD	NJ	07718	7	6	10	6	29		9087879646
133002	133023	732014	JERSEY PRIDE	595 PALMER AVE	WEST KEANSB	NJ	07734	4	8	4	6	22		9084955494
133003	133027	471439	JIMMY'S DELI	14 MAIN ST	SOUTH BOUND	NJ	08880			1		1		9083566467
133004	133027	706430	KRAUSZERS #11	550 HAMILTON ST	SOMERSET	NJ	08873	15	3	5	3	26		
133003	133027	401663	KRAUSZERS #26	50 MAIN ST	S BOUND BRO	NJ	08880	7	5	8	4	24		9088059335
001	133028	609475	KRAUSZERS	310 W UNION AVE	BOUND BROOK	NJ	08805	6	2	3	4	15		9083560466
007		780299	KRAUSZERS	2 LUKACH PLAZA/N	MILLTOWN	NJ	08850			3		3		2860
133005	133030	449399	LAKESIDE MKT & PIZZ	396 LAKE SHORE DR	HEWITT	NJ	07421	1	1	1	1	4		2018531216
133006	133024	440548	LORD KRISHNA, INC.	54 WASHINGTON AVE	CARTERET	NJ	07008	4	1	3	4	12		9085417786
133006	133024	427210	M&M CONVENIENCE	525 AVENEL ST	AVENEL	NJ	07001	9	5	8	5	27		9086369645
133002	133023	402191	M&S GROCERY	120 W END CT	LONG BRANCH	NJ	07740	10	1	8	9	28		
133008	133020	591764	MATCO CO MINUTEMAN	3 NETCONG RD	BUDD LAKE	NJ	07828	2	1	5	2	10		2016910450
133001	133025	410138	MENDHAM APOTHECARY	ROUTE 24	MENDHAM	NJ	07945	2	2	2	2	8		2015434400
133003	133028	288226	MIDDLESEX QUICK STO	518 BOUND BROOK R	MIDDLESEX	NJ	08846	3	2	4	2	11		9089684828
133002	133023	754834	MIKE'S DELI	300 MAIN ST	KEANSBURG	NJ	07734	2	4	2	2	10		9087871484
133007	133029	228454	MILK & STUFF	400 SPOTS-ENGLISH	SPOTSWOOD	NJ	08884	3	2	3		8		35170
133005	133030	687606	N. COUNTRY PHARM	190 MUNSONHURST R	FRANKLIN	NJ	07416	1	2	3	1	7		2018277340

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WHOLESALE : 423360 MIDDLESEX TOBACCO & <DIRECT>  
 TEMPLATE : 800438 80500 SAL 98 .30/1 NO  
 SALES LEVEL : 13XXXX

ERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
133003	133028	401813	PAULS STATIONERY	236 HAMILTON BLVD	SOUTH PLAIN	NJ	07080	4	3	7	3	17		9087691399
133007	133029	761072	PENNY PANTRY FOOD S	RT 9 & TEXAS RD	MORGANVILLE	NJ	07751		3	2		5		931400
133006	133024	474875	PORT NEWS & FOOD IN	643 PORT READING	PORT READIN	NJ	07064		4	5	3	12		9086344544
133007	133029	408306	QUICK CORNER FOOD	100 SUMMERHILL RD	SPOTSWOOD	NJ	08884	3	3	3	3	12		1826
133003	133028	090735	QUICK FOODS STORE	1721 PARK AVE	SOUTH PLAIN	NJ	07080	3	2	3	2	10		9086680353
133007	133027	597521	QUICK OUT FOOD	1674 US HIGHWAY 1	NORTH BRUNS	NJ	08902	3				3		2575
133006	133024	706422	QUICK SHOP MINI MKT	436 AMBOY AVE	PERTH AMBOY	NJ	08861	1	1	4	1	7		
133003	133028	241457	QUICK STOP CONVEN.	206 W 7TH ST	PLAINFIELD	NJ	07060	5	3	5	3	16		9087563660
133005	133030	729984	QUIK STOP DELI	232B RT 23	HAMBURG	NJ	07419	1	1	1	1	4		2018753768
133006	133024	473202	R DELI	199 ROOSEVELT AVE	CARTERET	NJ	07008	2	2	2	1	7		
133001	133022	772448	RAJ & RAJ	41 WASHINGTON AVE	WASHINGTON	NJ	07882	9	2	7	3	21		
133005	133030	400506	RATTIS	28 MAIN ST	SUSSEX	NJ	07461	2				2		2018759130
133002	133023	737805	RED BANK MART	220 NEWMAN SPRING	RED BANK	NJ	07701	7	3	5	13	28		9082197626
133003	133028	401595	RED CARPET DELI	80 WATCHUNG AVE	NORTH PLAIN	NJ	07060	2	2	5	2	11		9087530594
133006		611872	RICHARDS DELICATESS	226 W FRONT ST	KEYPORT	NJ	07735	7	4	3	2	16		9087394333
133006	133024	248453	ROSA JOAO STAT., IN	1000 AMBOY AVE	EDISON	NJ	08837	3	5	12	5	25		9082257442
133003	133027	576125	ROYAL MINI MART	66 MAIN ST	SOUTH BOUND	NJ	08880	4	2	6	3	15		9084698680
133006	133024	401959	SEAMANS PHARMACY	82 SMITH ST	PERTH AMBOY	NJ	08861	8	4	2	1	15		9084420200
133006	133024	580017	SHORT STOP	835 ROOSEVELT AVE	CARTERET	NJ	07008	7	3	7	5	22		9085419135
133004	133027	402284	SOMERSET PARK RX	912 EASTON AVE	SOMERSET	NJ	08873	2	1	2		5		9088466666
133001	133022	454431	SOUTH BRIDGE CONVEN	279 S BRIDGE ST	SOMERVILLE	NJ	08876		2	2	2	6		9082530522
133003	133027	976523	SOUTH MINI MART, IN	71 MAIN ST	SOUTH BOUND	NJ	08880	2	1	2	1	6		9082718882
133006	133024	482190	STATE NEWS	27 LAFAYETTE RD	FORDS	NJ	08863	1	1	1	1	4		7322250005
133001	133027	452850	STOP BUY FOOD STORE	1387 MAIN STREET	MILLSTONE	NJ	08876	2	2	4	3	11		9088745057
133003	133024	690360	STOP N GO CONVENIEN	180 W LAKE AVE	COLONIA	NJ	07067	2	2	3	3	10		9083888944
133006	133024	430427	STOP N SHOP	2595 WOODBRIDGE A	EDISON	NJ	08817	3	2	3	4	12		9082876631
133002		780694	STREET CORNER NEWS	3710 ROUTE 9	FREEHOLD	NJ	07728		2			2		7326832350
133001	133022	730298	SUNNY FARMS	47 FINDERNE AVE	BRIDGEWATER	NJ	08807	1	1	7	2	11		9082480829
133006	133024	747002	SUNNY MART	301 PORT READING	PORT READIN	NJ	07064	2	2	3	2	9		9086367677
133001	133022	768332	SUNSET FOOD MARKET	989 STATE ROUTE 1	FRENCHTOWN	NJ	08825	1	1	3	2	7		9089960566
002	133021	661689	SUNSET GETTY STATIO	RT 35 & SUNSET AV	OCEAN	NJ	07712	3	2	6	2	13		9087744823
006	133029	644016	SWATI INC	3193 WASHINGTON R	PARLIN	NJ	08859	3	2	3	4	12		9085259228
133006	133029	401912	TARALLOS	717 BORDENTOWN AV	SOUTH AMBOY	NJ	08879	5	3	6	6	20		9087219853
133001	133022	402609	TOWNE MARKET	135 S MAIN ST	PHILLIPSBUR	NJ	08865	6	4	6	6	22		9084541444
133005	133030	770967	VERNON DRUG STORE	P.O. BOX 178	VERNON	NJ	07462	4	2	6	3	15		2017646200
133005	133030	409658	WANTAGE EXXON	PO 702 RT 23	WANTAGE	NJ	07461	3	3	3	2	11		2018751077
133002	133021	280136	WELSH FARMS	1401 ASBURY AVE	ASBURY PARK	NJ	07712	4	3	2	2	11	3897-0000	9089886207
133002	133023	702980	WELSH FARMS - JANKE	3445 RT 35 NORTH	HAZLET	NJ	07730	2		2	2	6	3897-0000	9087399885
133002	133023	776067	WELSH FARMS	225 LIBERTY ST	LONG BRANCH	NJ	07740	4	4	8	3	19		
133006	133029	730218	YOGI FOOD STORE	777 CLIFFWOOD AVE	MATAWAN	NJ	07747	4	2	2	1	9		9085839864
133003		708034	19 PETROLEUM	99 LINCOLN BLVD	MIDDLESEX	NJ	08846	2	2	2	3	9		9085631112

PAGE BREAK TOTAL ACCOUNTS 83 TOTAL QUANTITY 275 188 314 219 996

TEMPLATE TOTAL ACCOUNTS 83 TOTAL QUANTITY 275 188 314 219 996

BPEN5BB2

## WORKPLAN VAP TEMPLATE LISTING

 PAGE: 54  
 DATE: 98-03-25  
 TIME: 08:48 AM

 WHOLESALER : 714215 ~~MID-ATLANTIC TOTAL~~ SERVICE <DIRECT>  
 TEMPLATE : 800438 80500 SAL 98 .30/1 NO  
 SALES LEVEL : 13XXXX

FERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85	M100	LT	LT	TOTAL	CHAIN-ID	SUPPLIER
								QTY	QTY	QTY	QTY			
133403	133428	695630	BLACK HORSE NEWS AG	513 BLACK HORSE P	HADDON HEIG	NJ	08035	9	5	4	2	20		920124
133407	133427	631499	CARL-LYN'S CORNER	115 CENTERTON RD	MASONVILLE	NJ	08054	3	3	6	1	13		
133408	133428	855116	DELMONTE NEWS	2999 MOUNT EPHRAI	CAMDEN	NJ	08104	6	6	7	8	27		923128
133403		855293	EXPRESSWAY LIQUORS	2722 SICKLERVILLE	TURNERSVILL	NJ	08012	1	1	1	1	4		921452
133403		794547	J + D DISCOUNT LIQ	430 N BROAD ST	WOODBURY	NJ	08096	1	1	1	1	4		
133407	133427	780807	JIM'S NEWS	672 STOKES RD	MEDFORD	NJ	08055	6	9	6	9	30		915447
133407		780857	LUMBERTON NEWS	723-A MAIN STREET	MOUNT HOLLY	NJ	08060	3	1	8	5	17		900274
133405	133421	550182	MANAHAWKIN SHOP	RT 72 (E) & EAST	MANAHAWKIN	NJ	08050	8	2	2	2	14	5474-0000	918193
133408	133428	282559	MEADOWBROOK MARKET	3012 UNION AVE	MERCHANTVIL	NJ	08109	5	4	5	4	18		915736
133408	133428	318290	MOBIL MART	4998 N CRESCENT B	PENNSAUKEN	NJ	08109	3	3	3	3	12		922005
133407	133426	761109	ONE STOP SHOPPE	6550 EAYRESTOWN R	MOUNT HOLLY	NJ	08060	10	12	12	9	43		922674
133407	133426	322531	PAC-A-SACK	704 MAIN ST	MOUNT HOLLY	NJ	08060	9	4	8	4	25		902478
133403	133425	780750	RICHARDS LIQUORS	1225 BLACK HORSE	BLACKWOOD	NJ	08012	1		1	1	3		902544
133406	133421	780730	SILVERTON EXXON	1900 HOPPER AVE	TOMS RIVER	NJ	08753	1	1	3	1	6		823078
133201	133222	762565	VILLAGE MART	9079 MILL CREEK R	LEVITTOWN	PA	19054	6	3	10	5	24		920595

PAGE BREAK TOTAL ACCOUNTS 15 TOTAL QUANTITY 72 55 77 56 260

TEMPLATE TOTAL ACCOUNTS 15 TOTAL QUANTITY 72 55 77 56 260

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## TRANSMIT CONFIRMATION REPORT

NO.	:	002	
RECEIVER	:		732 442 6218
TRANSMITTER	:	R. J. REYNOLDS TOB 12	
DATE	:	MAY 21 '98	9:46
DURATION	:	03'04	
MODE	:	STD	
PAGES	:	05	
RESULT	:	OK	

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5/21/98

$$SK - 89 + 60 = 149$$

$$Siw 75 + 60 = 135$$

$$SL - 99 + 90 = 189$$

$$Suw. - 76 + 60 = 136$$

$$- 125 - 126 = 4.6ms$$

$$" - 53 = 2.6ms$$

$$" - 125 = 4.6ms$$

$$" - 83 = 3.6ms$$

DEL. TUES.  
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